

Name: \_\_\_\_\_

## Agricultural Marketing

### Directions:

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

### Rating Scale:

- 3 Mastered** – can work independently with no supervision
- 2 Requires Supervision** – can perform job completely with limited supervision
- 1 Not Mastered** – requires instruction and close supervision
- N No Exposure** – no experience or knowledge in this area

NOTE: The code in parentheses is the competency identification number used in computerized management systems.

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	
				<b>The student has mastered the related competencies of Agricultural Science I and II.</b>

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>Agricultural Marketing</b>	<b>Notes:</b>
				1. Describe the functions of a marketing program (E001)	
				2. Identify goals to be set for the marketing program (E002)	
				3. Describe the operation of cash grain markets (E003)	
				4. Describe the effect of grain grading on price (E004)	
				5. Determine an “asking” price for grain (E005)	
				6. Outline alternative grain marketing methods (E006)	
				7. Explain how futures are used to market grain (E007)	
				8. Describe livestock marketing trends (E008)	
				9. Explain how cattle prices are determined (E009)	
				10. Explain how the value of market hogs is determined (E010)	
				11. Explain the carcass weight and grade method of marketing livestock (E011)	
				12. Describe how feeder cattle and feeder pigs are marketed (E012)	
				13. Outline methods of marketing livestock using forward contracting and production contracts (E013)	
				14. Explain how future markets are used to market livestock (E014)	
				15. Explain the importance of basis when marketing agricultural products (E015)	
				16. Determine when price protection marketing is appropriate (E016)	
				17. Describe marketing and pricing methods for milk (E017)	
				18. Explain how dairy products are marketed (E018)	
				19. Describe how fluid and blend prices for milk are determined (E019)	
				20. Describe factors to consider when outlining marketing strategies (E020)	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>Leadership &amp; Personal Development for Advanced Students</b> (Leadership Duty C)	<b>Notes:</b>
				1. Develop a resume and complete a job application (C001)	
				2. Develop a plan for finding a job (C002)	
				3. Describe how to apply and interview for a job (C003)	
				4. Describe the characteristics needed to develop desirable personal and social skills (C004)	
				5. Describe the importance and process of developing better human relationships (C005)	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>Using the Missouri Farm Business Record Book</b> (SAE Duty D)	<b>Notes:</b>
				1. Describe the two types of accounting methods (D001)	
				2. Complete the forms needed to open the Missouri Farm Business Record Book (D002)	
				3. Develop a projected cash flow (D003)	
				4. Record receipts and expenditures in the Missouri Farm Business Record Book (D004)	
				5. Complete additional records in the Missouri Farm Business Record Book (D005)	
				6. Complete the forms necessary to summarize the Missouri Farm Business Record Book (D006)	
				7. Analyze the farm business using the Missouri Farm Business Record Book (D007)	
				Other:	